

Store Closed All Day Today

WANAMAKER'S

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WEATHER  
Fair

# You Can See Why Monday is Bound to Be Busy Here

**The Wanamaker Store Is Closed This Saturday Holiday**

**This Store Is Built on Rocks**

Some of them were below the water and are the original rocks of all time. Probably the tops of mountains.

There is no "filled-in ground" on this spot to be found under this block.

The imperishable granite of which this house is constructed was quarried from New England mountains, around which the winds of thousands of years have blown. No old building materials of any kind were used in erecting this warehouse.

So much for the outside of this place!

Now, then, for the inside of this place!

Its daily work stands firmly upon rocks of principles which took the place of the discarded practices that formerly governed business in one form or another in this city and country.

There was no store in existence like it when it was established, and no store now exactly like this in several respects; neither is there any store now, so far as we know, managed as this is, by its original founders. We are not successors to—we are pioneers of a new kind of a Store.

All the stores in the city were small and only began to grow when we led the way. Not any of those who directed the dry goods business in 1861 are now directing any of the stores.

We are glad that the big, growing city needed more and better stores.

We are merchants and pioneers to a higher standard of business planning and practice—not mere traders.

[Signed] *Joe Wanamaker*

Sept. 7, 1918.

**Women's Bewitching Dresses For the Season "In-Between"**

It's growing late for summer frocks and particular women do not want to wear those fluffy things indefinitely.

And it's a bit early for downright heavy garments. So here we have a charming little showing of just the sort of dresses women want right now. The frocks that bridge the gap until the regular fall and winter outfit is planned—and that will do duty for house dresses all winter.

Georgette crepe, sometimes combined with satin; serge and satin, charmeuse, chiffon and kindred fabrics are used. Some styles are simple, others are rather elaborate. In the embellishment of the latter silk and wool embroidery is much used and beads and fringe are having a wonderful vogue.

On many of the smartest models you will notice panel backs. This style is so effective in giving the long, straight lines that fashion insists on now that it is no wonder it is so frequently used.

Some of these garments are copied from the French and they are all individual—only one of each kind. Prices are \$50 to \$150.

(First Floor, Central)

**New Silk Waists for Women—Gay Stripes and Plaids**

In the early Autumn women like these attractive plaid and striped waists, for they look so well with new suits and are as practical for wear now as they will be all Winter.

There are striped satins, lovely plaid taffetas and novelty plaid and striped silks. The colors and combinations are most attractive and quite varied.

Made in new Fall styles, all of them, with high or low collars and some with crisp and snowy organdie collars that are detachable.

\$5.50, \$6, \$6.85 and up to \$12 each.

(Third Floor, Central)

**For Women Who Want New Winter Coats Without Fur Trimming—**

There are some new arrivals that answer the purpose splendidly. They are quite new and will be liked by the many women who want to wear their own furs, or perhaps do not care to wear furs at all.

One, at \$37.50, is of a good burella cloth and has a big roll collar, many pleats and novel tabs down the back.

Another, at \$47.50, is of soft velour cloth, and is made with belt and a high collar.

The last model is \$57.50, is also of velour, and has the new gathered collar, half belted back and front and new pockets and cuffs.

All the coats are lined throughout with beau de cygne in color to match—and there is navy blue, taupe, tan, deer, plum, brown, Burgundy, Madeira and green for choice, as well as all blue.

(First Floor, Central)

**A Distinctive Collection of New Ostrich Trimmed Millinery for Autumn**

Will be shown in the Gray Salons Monday.

The hats are of velvet and hatter's plush, and in deep, lustrous black or the fashionable Winter shades.

The shapes are quite new and the hats are trimmed with flat bands, French feathers or novelties of fluffy ostrich.

They are handsome hats for better wear, and prices start at \$22.



And they are the distinctive, exclusive creations of our own work-rooms.

(Second Floor, Chestnut)

**AUTUMN MODES IN WOMEN'S GLOVES**

It is quite apparent that French kidskin is to continue its popularity through the coming seasons. These new gloves are as smart and attractive as can be.

\$2.25—1/2 a 2-clasp glove, with overseam, sewn and comes in black, white, tan, gray and black, with heavy white stitching.

\$2.50—2 clasp, pique sewn, comes in black and white, mode and champagne.

(Main Floor, Central)

**NEW ENGLISH CORDUROYS IN FINE ASSORTMENT**

We are glad to tell of the arrival of these much-wanted fabrics in practically all the desirable colors and all fast dyes. The width is 27 inches.

At \$1.50 a yard are regular woven corduroys in good weight for coats, suits and skirts.

At \$2.25 and \$2.50 a yard are the "hollow cut," velvet cord weaves, soft and elegant.

(First Floor, Chestnut)

**NEW SHOPPING BAGS OF SILK AND VELVET**

These are styles that were made especially for us, and not only are they different from any others you will find, but they are noticeably finer than others at their prices.

The velvet bags come in black, navy, taupe and brown, and are \$9 each. The silk bags are in black and navy, and are \$6.75.

(Main Floor, Chestnut)

**PRACTICAL NEW "MIDDY BLOUSES" AND BLOOMERS FOR THE SCHOOLGIRL**

Mothers and teachers decided some seasons ago that these two garments combined were by far the most suitable dress for the girl, who goes in for strenuous games and athletics at school.

The blouses come in navy blue crash, wool and cotton serge and wool serge from \$3.50 to \$6.50.

Of white galates at \$1.75. The bloomers are in navy blue and black satcen and serge from \$2 to \$6.75.

(Third Floor, Chestnut)

**Hundreds of Warm, Pretty New Winter Coats for Girls and Juniors**

Instead of having a coat for better wear and one for school and everyday use, quite a number of mothers have signified their intentions of having but one winter coat for their daughters this year. And we have coats which suit this plan admirably!

They are of beautiful materials—thick and soft and warm, and in such fashionable weaves as velours and Bolivias and duvetynes. They are made quite simply, and are perfectly suitable for everyday or "best." Very well made, too, they are, and lined throughout with very good linings that will wear excellently, and many have large fur collars.

Beaver, raspberry, navy blue, dark brown, taupe and reindeer are some of the becoming and pretty new colors.

And there are styles for girls of 6 to 14, as well as ever so many models for junior girls who wear 15 and 17 year sizes.

\$10.50 to \$75.

(Second Floor, Chestnut)

**The New School and Dress Shoes for Girls and Boys**

Probably the most remarkable thing about the showing of Fall and Winter shoes for boys and girls is that none of these shoes can be replaced for so little.

It is also important to remember that these are quality shoes from top to bottom and that they are shaped right for growing feet. Both lace and button styles, in all the desirable leathers.

Girls' shoes in sizes 11 to 2 are \$3.50 to \$8. For smaller sizes prices are correspondingly lower, according to size.

Girls' shoes in sizes 2 1/2 to 6 are \$4.25 to \$9.50 and are in wide assortment.

Little boys' shoes, sizes 11 to 13 1/2, are \$3.50 to \$7, and are made just like Big Brother's.

Boys' shoes in sizes 1 to 5 1/2 are \$4 to \$7.

(Girls' and Small Boys' Shoes, First Floor, Market)  
(Large Boys' Shoes, Main Floor, Market)

**Collar and Cuff Sets, Special at 50c**

Dainty collars and cuffs are one of the little vanities that are so all-important in the wardrobe of the well-dressed woman. These are of sheer organdie, satin, net and Georgette crepe.

There are square-backed sailors and shawl shapes, trimmed with hemstitching and lace, pleating and imitation filet.

(Main Floor, Central)

**QUEEN MARY CREAMS FOR SUMMER'S RAVAGES ON THE SKIN**

Now that vacation days are all but over, one simply has to face the havoc that sun and wind have wrought to unprotected complexions. These skin creams will be a wonderful aid in "bringing them 'round" again.

Skin cream, 50c and \$1. Cold cream, 25c and 50c. Cleansing cream, 50c. Youth and beauty cream, 50c.

(Main Floor, Chestnut)

**On the Aisle Monday**

**1500 Pair of Women's Stockings, "Seconds," at 25c a Pair**

Black, white and colored mercerized cotton hosiery, the serviceability of which is not diminished by the trifling imperfections in the weave.

(West Aisle)

**SUITCASE UMBRELLAS FOR WOMEN**

We have sold a lot to military nurses and other women going overseas to do war work.

They will fit into a 24-inch suitcase.

They are of silk and silk and cotton.

Easily folded, one pull in the right way collapses it.

In black and all the popular colors.

\$4 to \$7.50.

(Main Floor, Market)

**Again We Say—We Insist—Men Should Buy Their New Fall Suits at Once**

We have a good supply and we are getting in new suits every day—good, sound, durable, all-wool, hand-tailored suits at \$25 to \$60.

We hope to be able to supply every demand that is made upon us this Fall and Winter with just as good a supply as we have today, and we expect to do so.

But no man and no store can read the fortunes of the war, and our best advice to our customers is to get their new Fall and Winter suits now—one suit, at least, and be sure you get it at Wanamaker's, where every man's suit is all-wool and hand tailored.

(Third Floor, Market)

**American Pep A Tale of American Efficiency By A. STONE \$1.50**

is an astounding revelation of the treachery and intrigue of the German spy system in America, based on fact, and shows how American loyalty and resourcefulness are unconquerable even against overwhelming odds.

(Book Store, Main Floor, 13th)

**A NEW TOY!**

Every day now new toys are arriving in our Toy Store, and every day people are buying them in preparation for Christmas, too!

This one is a miniature army tank, painted in battle gray, that makes a noise very much like the rumble of guns when you pull it along the floor.

25c.

(Seventh Floor, Market)

**GOOD IRISH TABLE LINEN, \$2.75 A YARD**

Heavy, full bleach satin damask, 72 inches wide, in five beautiful patterns. Made of pure flax through and through, and will give excellent service.

We bought this linen a long time ago and only recently took it out of bond, hence the low price of \$2.75 a yard for such fine quality.

(First Floor, Chestnut)

**MEN'S LINEN HANDKERCHIEFS FOR LONG WEAR**

These are in a good large size, the kind that men always want, and we especially call these to their attention.

\$3 a dozen.

(West Aisle)

**Silverware for the September Bride**

Among the many beautiful period designs in the Jewelry Store one that is especially appropriate these martial days is the Vitruvian, named for a famous Roman architect who was a military engineer under Caesar.

Other designs include the Berkeley, Harewood, Lady Wynn and Lansdowne, all exceptionally fitting for dining rooms with Adam furniture.

(Main Floor, Chestnut)

**The Part the Cut Glass Plays in the Sale of China**

No china sale would be complete without the sparkle of fine cut glass. Glass, as well as china, is essential to the well-furnished home.

The procuring of 3000 pieces of rich cut glass to sell below market rates was a distinct achievement this year. Only about 20 per cent of the factories are working and we had to comb the entire eastern market to get these stocks. If we had accepted commonplace goods there would have been no difficulty, but we sell only the finest cuttings. Here are some of the prices:

- Salad or berry bowls, \$2.50, \$3, \$3.75 to \$10.
- Low berry dishes, \$1.75, \$2.50, \$3 to \$12.
- Celery trays, \$2 to \$4.
- Sugar and cream sets, \$2 to \$3.75.
- Jugs, \$3.25, \$3.75, \$4 to \$15.
- Bonbon dishes, 30c, 45c, 75c to \$3.
- Ice tubs, \$2.75 to \$12.
- Nut bowls, \$3 and \$4.50.
- Ice cream trays, \$6 to \$18.
- Comports, \$1.25 to \$30.
- Punch bowls, \$15 to \$50.
- Vases, \$1, \$1.75, \$2 to \$60.

**The Dinner-Set Stocks Have Been Filled Up Again**

In order that the China Sale may start its second week fittingly, the gaps in the stocks made by the unprecedented buying of the past week have been filled in from the reserve supplies. Selection Monday will be as good as it ever was and savings range from a fourth to a third.

French dinner sets, \$25 to \$150.  
English dinner sets, \$25 to \$75.  
Japanese dinner sets, \$20 to \$50.  
American dinner sets, \$13.50 to \$40.

(Fourth Floor, Chestnut)

**Calling Your Attention to Some Handsome New Rugs**

Fall and Winter patterns in high-grade and standard Wilton rugs have just come in. They are well worth seeing. Designs are better than ever and colorings are wonderfully rich.

- Anglo-Persian Rugs**
- 9 x 12 ft., \$127.50
- 8 1/2 x 10 1/2 ft., \$120
- 6 x 9 ft., \$77.50
- 10 1/2 x 13 ft., \$197.50
- 10 1/2 x 12 ft., \$177.50
- 36 x 63 in., \$21
- Standard Wilton Rugs**
- 9 x 12 ft., \$70 and \$77.50
- 6 x 9 ft., \$42.50 and \$48.50
- 8 1/2 x 10 1/2 ft., \$68.50 and \$75

(Seventh Floor, Chestnut)

**Did You Ever Peel a Potato Under Water?**

This headline is not intended as a matter of levity, but simply to know whether you have yet been introduced to the New Household Economy Peeler.

This peeler is an abrasive stone-like composition about the size of the palm of the hand. It peels potatoes, apples, cucumbers, etc., like lightning.

But it is best to hold the vegetable and the peeler under water while you are about it. It will peel three potatoes while you are peeling one with a knife.

The main thing is, it will save 20 to 35 per cent of the vegetable surface food, the part which most food economists say is the most valuable part. It sells for 50c.

This peeler is one of the new things introduced in the

**September Sale of Housefurnishings**

which not only always presents the finest and best collection of the first-quality kitchen and household utensils, but also invariably introduces the latest novelty devices for the helping of the housewife.

**Whatever you need in the way of**

- Enameled Cooking Utensils (coated with pure enamel)
- Aluminum Cooking Utensils (stamped and cast)
- Kitchen Cabinets (white interiors with porcelain steel table tops)
- Woodenware (ladders, ironing boards, pastry boards, spoons, etc.)
- Clothes Wringers (guaranteed for three years)
- Cutlery (carving sets, paring knives, table knives and forks)
- Bathroom Furnishings (all white and nickel plated)
- Vacuum Cleaners (save \$5 on either of two regular types)
- Galvanized Ware (heavy ash cans, garbage cans, buckets and tubs)
- Tinware (America's best boilers and white pantry ware)
- Brushes, by the thousand
- Soap (for laundry and housecleaning, three popular brands)
- Chamois and Cleaning Cloths (everybody knows Wanamaker chamois will not harden)
- Ostrich and Turkey Feather Dusters
- Dustless Mops (the chemical treatment makes the mops pick up dust)

(Fourth Floor, Market and Central)

